

PART B - FEE(S) TRANSMITTAL

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76641 7590 02/04/2010

YAHOO! INC.
 C/O Ostrow Kaufman & Frank LLP
 The Chrysler Building
 405 Lexington Avenue, 62nd Floor
 NEW YORK, NY 10174

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(Response name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/732,471	12/15/2000	Peter M. Black	600189-186	9661

TITLE OF INVENTION: TARGETED E-COMMERCE SYSTEM

APPL. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEES DUE	DATE DUE
nonprovisional	YES NO	\$355 1510	\$300	\$0	\$1655 1810	03/04/2010
EXAMINER		ART UNIT	CLASS-SUBCLASS			
FRENEL VANEL		3687	703-026000			

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.563).

☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB-122) attached.

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2. For printing on the patent front page, list

(1) the names of up to 3 registered patent attorneys or agents OR, alternatively,

(2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1. Seth H. Ostrow

2. Ostrow Kaufman &

3. Frankl LLP

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 1.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

Yahoo! Inc.

(B) RESIDENCE (CITY and STATE OR COUNTRY)

Sunnyvale, CA

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☒ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

- ☒ Issue Fee
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5. Change in Entity Status (from status indicated above)

- ☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2)

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Authorized Signature /Timothy J. Bechen/

Date 2/25/2010

Typed or printed name Timothy J. Bechen

Registration No. 48126

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